

# Document Annotator

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## Annotator Demo V1

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# Article pool

## Annotator Demo V1

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### Select an article to annotate

#### H Articles from Hemmings Motor News

- ✓(4) [1973 Honda 600](#) Craig Fitzgerald, 2010-02-01
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- [All Fun, No Fret](#) Jim Donnelly, 2010-02-01
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- ✓(1) [International News](#) Mark J. McCourt, 2010-02-01
- [Under the Radar](#) Jim Donnelly, 2010-02-01
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- [For the Love of the Game](#) Craig Fitzgerald, 2010-02-01
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- [Denny](#) Karl Ludvigsen, 2010-02-01
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- [Wilting in the Glare of the Parts-counter Critics](#) Satch Carlson, 2010-02-01
- [Fix it Again, Tony](#) Tony Pearson, 2010-02-01
- [Media Blasting 101](#) Craig Fitzgerald, 2010-02-01
- [Kleine GTI](#) Craig Fitzgerald, 2010-02-01
- [1975 BMW 2.0CSL "Batmobile"](#) Craig Fitzgerald, 2010-02-01



Total Points **0017**

@numeralsix

Current Rank: **Adept**

Next rank in 23 points

#### Redeem points

Points earned during annotation can be exchanged for real world rewards

#### Hemmings Motor NewsH

You are eligible to claim 1 reward.

[See all rewards](#)

#### Austin Business Journal▶

You are eligible to claim 2 rewards.

[See all rewards](#)

# Annotator Demo V1

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Annotating article 99

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## Bluedoorway opening doors

Source: bizj

Original Article: <http://www.bizjournals.com/austin/stories/2010/01/11/smallb1.html>

In January 2009, Austin technology executive Charles Clark overheard a conversation at a Florida airport that changed the direction of his career.

Clark, who was once director of global manufacturing services for Advanced Micro Devices Inc. (NYSE: AMD), heard another flyer complaining to his lawyer that he had little recourse regarding unflattering reviews of his company posted on the online services directory Angie's List.

The incident sparked an idea to create last March what has become Colberg Technologies LLC, an Austin company that launched bluedoorway, a type of online Yellow Pages that targets small businesses. It is expected to compete with the likes of Angie's List and other online directories.

Clark said bluedoorway is "pre-loading" businesses for free, meaning it lists everybody first and then markets them, enabling listed companies to pay for upgrades that could include photos and other features.

Also, business owners are notified of negative reviews posted by users, and they're allowed to respond to the reviews. Finally, the prices for improved listings are lower than most other directories, Clark said.

"It's not really undercutting," he said. "Our strategy is to provide a service at a price that makes sense."

Clark has assembled a team of veteran technologists to help him pull it off.

Craig Likes and Paul Stachura, two former software developers for AMD, along with Michael McDonald, president of Austin-based Gnostic Systems I Ltd., are also on the Colberg Technologies' executive team.

The product, which launched in October, provides small businesses with free online listings based on their ZIP codes. The service is free to consumers, while businesses can pay \$50 per month for a banner ad within a five-mile radius or \$150 for an ad within a 25-mile radius.

Steve Charron, owner of Austin-based wine store Vintner's Cellar, signed up with bluedoorway in November to get more targeted results from searches and because it's less costly.

He's expecting bluedoorway to catch on within six months.

"I think the Web site has a lot of potential because other [directory] search engines have gotten so large," Charron said. "I think you just get lost."



Total Points **0017**

@numeralsix

Current Rank: **Adept**

Next rank in 23 points [notifier](#)

## Edit Entities

[Add Entity](#)

### Position

- |                          |                          |   |   |
|--------------------------|--------------------------|---|---|
| <input type="checkbox"/> | <input type="checkbox"/> | technology executive                      | ✗ |
| <input type="checkbox"/> | <input type="checkbox"/> | director of global manufacturing services | ✗ |
| <input type="checkbox"/> | <input type="checkbox"/> | lawyer                                    | ✗ |
| <input type="checkbox"/> | <input type="checkbox"/> | president                                 | ✗ |

### ProvinceOrState

- |                          |                          |         |   |
|--------------------------|--------------------------|---------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Florida | ✗ |
|--------------------------|--------------------------|---------|---|

### IndustryTerm

- |                          |                          |                              |   |
|--------------------------|--------------------------|------------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | online directories           | ✗ |
| <input type="checkbox"/> | <input type="checkbox"/> | manufacturing services       | ✗ |
| <input type="checkbox"/> | <input type="checkbox"/> | online services directory    | ✗ |
| <input type="checkbox"/> | <input type="checkbox"/> | software developers          | ✗ |
| <input type="checkbox"/> | <input type="checkbox"/> | free online listings         | ✗ |
| <input type="checkbox"/> | <input type="checkbox"/> | search engines               | ✗ |
| <input type="checkbox"/> | <input type="checkbox"/> | contract software developers | ✗ |



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Annotating article 99

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Total Points **0019**+1

@numeralsix

Current Rank: **Adept**

Next rank in 21 points [notifier](#)

## Edit Entities

[Add Entity](#)

### Position

- ☐ ☐ technology executive ✕
- ☐ ☐ director of global manufacturing services ✕
- ☐ ☐ lawyer ✕
- ☐ ☐ president ✕

### ProvinceOrState

- ☒ ☐ Florida ✕

### IndustryTerm

- ☒ ☐ online directories ✕
- ☐ ☐ manufacturing services ✕
- ☐ ☐ online services directory ✕
- ☐ ☐ software developers ✕
- ☐ ☐ free online listings ✕
- ☐ ☐ search engines ✕
- ☐ ☐ contract software ✕

# Points Redemption

## Annotator Demo V1

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### Redeem points

► Points rewards for The Austin Business Journal



Four digital issues of the Austin Business Journal

500 Points

[Redeem points](#)

*Austin Business Journal*

**SMART**SERIES  
WORKSHOP

One ticket to Smart Series Workshop

1000 Points

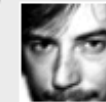
[Redeem points](#)



One ticket to Best Places to Work event

1000 Points

[Redeem points](#)



Total  
Points **0019**

@numeralsix

Current Rank: **Adept**

Next rank in 21 points

# FUTURE WORK

- Validation of existing premise
- Emphasize engagement over accuracy
- Expansion of annotation dimensions
- Engaging crowds and automated extraction to parse complex textual data for journalists